



VITA/Northrop Grumman Customer Insight Survey

- Customer Survey Committee
 - Established in November 2007
 - Includes representation from VITA, Northrop Grumman, Booz, Allen Hamilton, SoTech and ITIB (Dr. Mary Guy Miller)
- Discussions
 - What do we want to learn from this survey?
 - What outcomes are we looking for?
 - What do we want to do with the information we receive?



Customer Survey

- Interests
 - Root causes of issues
 - How VITA and Northrop Grumman can work to enhance customer service
 - Vision for the future
 - How IT can support business needs to help agencies and organizations better meet the needs of citizens



Customer Survey

- Goals
 - Gain customer insights on root causes of issues and how to incrementally and continually improve customer service
 - Gain understanding of how IT can optimize current agency and organizational business needs and help agencies better meet the needs of citizens
 - Gain ideas for future programs and services that can be analyzed, discussed and set into action at a strategic planning session



Customer Survey

- Our partner
 - Leadership for a Networked World (LNW) Program at the Harvard Kennedy School
 - Leads
 - Dr. Jerry Mechling, Faculty Director, LNW
 - Former Assistant Administrator – New York City
 - Former Director – Office of Mgmt and Budget – Boston
 - Author of numerous articles and case studies on IT and reengineering gov't
 - Ph.D – Economics and Public Affairs - Princeton
 - Antonio Oftelie, Associate Director, LNW
 - 15 year's experience in developing change strategies for both public and private organizations
 - Specializes in strategic analysis and planning
 - MPA with a Business and Government Policy concentration - Harvard



Customer Survey

- Survey components
 - 1st survey to go out toward the end of April will focus on customer service and service delivery
 - 2nd survey will be more strategic (in the development process)
 - A vision and action plan will be written by LNW that will synthesize the findings and propose a framework for future action (delivery end of June)